

2011 DEPARTMENT OF NEIGHBORHOODS WMBE

GOALS and PLAN

Policy Statement:

Executive Order 2010-05 requires City of Seattle departments to increase contracting with, and purchasing from, women- and minority-owned businesses (WMBEs) by expanding outreach efforts, creating department awareness, ensuring opportunities, and establishing direct accountability. SMC 20.42.60 further establishes this responsibility and requires each department to submit an annual work plan.

Department Overview:

The Department of Neighborhoods (DON) programs and services are: Neighborhood Matching Fund, P-Patch Community Gardening Program, Neighborhood District Coordinators, Neighborhood Payment and Information Services, Historic Preservation, Major Institutions and Schools, Neighborhood Planning, and South Park Action Agenda. In addition, DON also houses the Youth Violence Prevention Initiative and Office for Education (OFE). In 2011, these program and services are eliminated from DON: Customer Service Bureau, Seattle Youth Commission, and Immigrant & Refugee Initiative.

2011 Goals:

Category	2009 Usage	2010 Usage	2011 Goal
Consulting	51 % vs. target of 13%	69% vs. target of 51%	25%
Purchasing (Blanket Contracts, Purchase Contracts, Direct Vouchers)	37% vs. target of 40%	39% vs. target of 37%	17%

As shown in the table above, DON has been progressive in its WMBE usage for the last two years, has exceeded its goals in 2010 in both Consulting and purchasing categories, and, according to the 2010 City WMBE Usage Summit Report, **DON ranks second Citywide!!!** with a 53% combined consulting and purchasing usage. (DOF ranks first at 67 % and the average City WMBE usage was 13%.) In 2010, DON really worked hard to pursue vendors to become WMBE.

DON continues to support the City's strong commitment to end racial disparities in contracting and purchasing by providing WMBEs a fair way to compete for contracting and purchasing opportunities. However, in setting its 2011 WMBE target, DON is extremely challenged by the limited resources available for WMBE consulting and purchasing. DON's General Fund budget is approx 80% personnel, with the non-personnel budget mostly allocated for expenses paid to other City departments such as space rent and DoIT costs, contract with non-profits, and a very small amount left for items where there are potential opportunities for WMBE. In some programs, these potential WMBE line items were totally eliminated. As an example, budget for consultant contracts was totally eliminated for historic resources survey and inventory consulting work in the Historic Preservation program.

That said, we've set our target for 2011 as 25% for consulting and 17% for purchasing, lower than 2010 level, still an improvement relative to the City average WMBE usage of 13 % (which, if inflated by 10% would be 14%). **Warning: this target assumes no 2011 mid-year cuts.**

The above goals are separate from the Office for Education's (OFE). OFE will submit its own Goals and Plan for the Families & Education Levy and Youth Violence Prevention Initiative, and the OFE Director will be directly accountable to the Mayor for OFE' Goals and Plan.

Department Representative:

DON will manage the WMBE activities through a team approach. A DON WMBE Team has been created, consisting of the following key staff in finance, accounting, purchasing, and contracting:

- Grace Dygico – Lead
- Elenor Hense
- Nga Nguyen
- Jeanne Murphy
- Donnie Grabowski (OFE)
- Sue Rust (OFE)
- Patricia Lopez
- Melinda Bloom
- Sandy Pernitz

The DON WMBE Team Lead or designated alternate from the DON Team will:

- Attend the monthly Contracting Equity Interdepartmental Team (IDT) meeting hosted by DEA, or its successor, and SOCR
- Attend monthly Meet & Greet events sponsored by City Purchasing
- Attend any trade shows, such as City Annual Trade Show
- Pursue appropriate department opportunities for sponsorship or membership with WMBE outreach associations
- Attend various no-cost or low-cost WMBE outreach events
- Serve as a department point-of-contact for interested WMBE firms
- Strategize, manage and/or implement DON's WMBE initiatives

The DON WMBE Team Lead will coordinate the sharing of these responsibilities.

Department Training:

The DON WMBE Team will coordinate staff training to increase awareness about WMBE goals and to provide them with tools and other resources. The Team will work with other departments such as DEA and SOCR to take advantage of no-fee WMBE training appropriate for managers and/or line staff employees.

The DON WMBE Team will strive to build awareness within DON about DON's WMBE commitment by sharing and promoting WMBE goals and accomplishments at DON staff meetings, Management Team staff meetings, and RSJI Change Team meetings.

Purchasing staff will be trained to use the InWeb WMBE Outreach Resources, particularly the Business and Blanket Vendor Contract Registration (VCR) Search, to search for WMBEs to obtain quotes. DON will use the following support systems:

- DON WMBE Team
- DEA Purchasing and Contracting
- RSJI Change Team
- Senior Management Team
- Staff
- Vendors

Outreach Plans and Events:

To the extent possible, the DON WMBE Team will participate in events for greater visibility within the WMBE community. Some of these events are:

Event	Description	Frequency of event
City of Seattle Tabor 100 Meet and Greet	Small businesses introduce and promote their businesses to buyers from City Departments	Three times annually
2011 Regional Contracting Forum	Agency representatives provide information about upcoming contracting opportunities and how small, WMBE, and local businesses can bid and compete for those opportunities.	March 30, 2011
How to Do Business with the City of Seattle	Training how to bid for City goods and services; vendors are welcome to join	First Friday of each Month
2011 Reverse Vendor Trade Show	Vendors will introduce themselves to City of Seattle Departments	Once a year

The DON WMBE Team will regularly check postings on the INWEB/DEA/Purchasing/WMBE Tools, determine if the events are relevant to DON's needs, and attend as necessary.

Accountability:

DON Accounting will track and provide quarterly reports to Sr Management on WMBE usage. Sr Management will communicate the information to their respective staff.

DON will give recognition/kudos to programs with the most WMBE usage.

DON Accounting will analyze the reports for any missed opportunities for WMBE usage, or for purchasing and contracting categories that are failing.

DON Accounting will watch for vendors who qualify as WMBEs but have not registered with the City, encourage them to register, and provide any assistance and guidance needed in the registration process. DON will use the City standard post card that can be sent to vendors to invite them to register as WMBE with the City.

When DON becomes aware of a product or service not offered by the Blanket Vendor or Purchasing contract, DON will research the product or service and see if there are WMBEs available in order to provide them with the opportunity to do business with DON. DON will use solicitation lists, advertisements in publications directed to minority communities, targeted recruitment efforts, and services of available minority community organizations to perform outreach.

Project-Specific Opportunities:

DON has identified a project as a WMBE opportunity. Currently, DON is involved in a Database redesign project, which has a budget of \$11,000. The selected vendor is a WMBE.

City Standards:

DON Accounting will watch contracts for re-bid and encourage WMBE vendors to participate in bidding and refer WMBE vendors to Purchasing and Contracting.